



NOTICE OF SANDOVAL COUNTY LODGERS TAX ADVISORY BOARD MEETING ANNOUNCEMENT AND AGENDA

The Sandoval County Lodgers Tax Advisory Board will hold its quarterly meeting on March 2, 2022 at 11:00 a.m. This meeting is a rescheduled meeting due to technical difficulties at the February 9th meeting. In compliance with COVID-19 public meeting practices, the meeting is being hosted virtually and accessible by webinar, which includes a phone link for anyone interested in attending. The local call meeting access phone number is **1-346-248-7799**. The call meeting access number is 880 8758 7575, passcode 986361. The meeting agenda, noted below is also available in advance of the meeting on the agenda section of the Sandoval County website:

<https://www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-board/>

Join Zoom Meeting

<https://us02web.zoom.us/j/88087587575?pwd=elQ5UGkrd2NHbG8xdkdrTUhIU01rUT09>

If you are an individual with a disability who is in need of special assistance to participate in the meeting, please contact the County Tourism Office at (505) 867-7599 at least one week prior the meeting for the county to make the required accommodations.

Submission of public comments and access to this and past meeting agendas and minutes are available on the County's website under Economic Development Department. For questions or assistance, please contact Dora Dominguez, Tourism Director, at (505) 404-5825 or email ddominguez@sandovalcountynm.gov.

Agenda

- I. Introductions
- II. Lodgers' Tax Financial Report
 - a. FY22 Budget w/prior year carryover
- III. Open Board Seats - Update
- IV. Short Term Rental (STR) Update
- V. TRENDS Conference/ NM Hospitality Updates
- VI. Valles Caldera National Preserve – Interim Infrastructure Improvements Project
 - a. Changes Proposed for Valles Caldera National Preserve
- VII. VisitWidget – Mobile and Web App for Destination Marketing Organizations (DMO's) & Visitor Bureaus
- VIII. 50th Anniversary of Balloon Fiesta and Route 66 Anniversary
- IX. Social Media/ Online Lodgers Strategy
 - a. Looking to start to highlight two lodging establishments a month on SeeSandoval.org and social media platforms.

- b. Highlighting lodging establishments for those who are looking for alternatives to staying in Albuquerque or Santa Fe

X. New Mexico Adventure Guide, published, new Sandoval County ad

XI. Next Meeting Date Proposed

- a. Suggested 05/04/2022 or 5/11/2022

XII. Adjourn